

FRIENDLY AMENDMENT TO BUSINESS PREFERENCE MOTION  
BY SUPERVISOR KUEHL

July 7, 2015

**Definition of a Social Enterprise**

On May 12, 2015, the Board of Supervisors (Board) adopted a motion to direct the Interim Chief Executive Officer and the Director of Consumer and Business Affairs to analyze the feasibility of establishing a County contracting preference program for non-profit and for-profit social enterprises that have a history of employing men and women recently released from incarceration. On July 7, 2015, the Board will consider a complementary motion to direct the Director of Consumer and Business Affairs to return to the Board with a recommendation on adopting a County procurement goal for similar social enterprises.

There are additional types of social enterprises, however, that work in Board-priority policy areas, including child welfare, domestic violence, transition-age youth and environmental sustainability, among others. The Social Enterprise Alliance defines social enterprises as, “businesses whose primary purpose is the common good” and which, “use the methods and disciplines of business and the power of the marketplace

MOTION

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to advance their social, environmental and human justice agendas.” Wikipedia defines a social enterprise as an, “organization that applies commercial strategies to maximize improvements in human and environmental well-being,” which may “include maximizing social impact rather than profits for external shareholders.”

**THEREFORE, I FURTHER MOVE** that the Board of Supervisors instruct the Interim Chief Executive Officer and the Director of Consumer and Business Affairs to include, in their reports-back to the Board requested on May 12, 2015, and July 7, 2015, a proposal to establish a standardized and broad-based definition of non-profit and for-profit firms that can be defined as a “social enterprise.”

S:KK/ Social Enterprise